

Message Text

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SUBJECT: FY 1975 CCP - THIRD QUARTER PROGRESS REPORT

REF: MANILA 777 AND STATE 062550

SUMMARY

ALL PROGRAMMED ACTIONS REQUIREC BY MARCH 31 COMPLETED.
NEGOTIATIONS FOR SUCCESSOR AGREEMENT TO LAUREL-LANGLEY REMAIN
MAJOR AREA FOR ATTENTION AND EXPECTED TO BE RESUMED IN FALL OF 1975.
COMMERCIAL LIBRARY RELOCATED AND ENLARGED; U.S. BUSINESS CENTER
COMPLETED WITH INAUGURATION SCHEDULED APRIL 22. TWO HIGHLY
SUCCESSFUL CATALOG SHOWS WERE HELD AND PLANS WERE ON SCHEDULE
FOR EARLY APRIL IOGA FOREST PRODUCTS MACHINERY MISSION AND LATE
APRIL SOLO EXHIBITION. RECOMMENDATIONS DEVELOPED AND PRESENTED
FOR FY 76 AND 77 COUNTRY COMMERCIAL PROGRAMS. (END SUMMARY)

1. EXPORT PROMOTION PROGRAM. TWO HIGHLY SUCCESSFUL CATALOGS
SHOW EVENTS SERVICING ABOUT 400 PARTICIPATING FIRMS WERE HELD
DURING THE QUARTER USING EMBASSY'S NEW U.S. BUSINESS CENTER
FACILITIES. DURING COURSE OF NINE EVENT DAYS, 1,589
PERSONS VISITED THE DISPLAYS, 1,147 SUBMITTED REGISTRATION
CARDS WITH A TOTAL OF 19,027 REQUESTS FOR COMPANY CATALOGS
AND FURTHER INFORMATION. THESE TWO SHOWS ACHIEVED THEIR
OBJECTIVES OF READING LARGE SEGMENTS OF THE MANUFACTURING
AND TRADING COMMUNITIES, CONFIRMING TRADE INTEREST IN THE
PRODUCT CATEGORIES, AND IDENTIFYING SPECIFIC ITEMS AS
TARGETS FOR THE MARKET. THE BUSINESS COMMUNITY IS NOW QUITE
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PAGE 02 MANILA 03937 311115Z

FAMILIAR WITH U.S. CATALOG SHOWS IN WHICH THERE IS A CONSIDERABLE

DEGREE OF LOCAL INTEREST. AT LAST CATALOG SHOW, WE ENLISTED SUPPORT OF LOCAL REPRESENTATIVES OF PARTICIPATING FIRMS FOR EIGHT MINI-DISPLAYS; WE HOPE IN FUTURE TO EXPAND SUCH DISPLAYS WHICH ADD DIMENSION HELPING ATTENDANCE. CONSIDERABLE TIME WAS DEVOTED TO SCHEDULE OF APPOINTMENTS FOR PACIFIC NORTHWEST FOREST PRODUCTS MACHINERY MISSION (IOGA) AND PREPARATIONS FOR PROCESS CONTROLS USA, THE FIRST U.S. GOVERNMENT SPONSORED TRADE EXHIBITION TO BE HELD IN THE PHILIPPINES. THIS EXHIBITION IS PROCEEDING ON SCHEDULE WITH SEVENTEEN U.S. MANUFACTURERS OF PROCESS CONTROLS, INSTRUMENTATION AND ENERGY SYSTEMS DISPLAYING THEIR NEWEST PRODUCTS APRIL 22-26. REQUESTS FOR ADMISSION TICKETS HAVE ALREADY TOPPED THE 1,000 MARK AND ARE EXPECTED TO GO MUCH HIGHER. LOCAL TRADE AND DAILY PRESS COVERAGE OF THE SOLO TO DATE HAS BEEN EXCELLENT.

2. MAJOR PROJECTS. ACTIVITY HAS CENTERED ON THE FINANCING ASPECTS OF THE PHILIPPINE GOVERNMENT'S NUCLEAR ENERGY POWER PROJECT REQUIREMENTS, AND THE OPPORTUNITIES FOR U.S. CONSULTANTS TO WORK ON THE PLANNING OF THE UNIVERSITY OF THE PHILIPPINES MEDICAL CENTER, A PROJECT WITH AN ESTIMATED EXPENDITURE OF \$225 MILLION.

3. ESTABLISHMENT OF U.S. BUSINESS CENTER. THE RELOCATION OF THE COMMERCIAL LIBRARY AND THE CONSTRUCTION WORK ON THE U.S. BUSINESS CENTER COMPLEX WERE ESSENTIALLY COMPLETED DURING THE QUARTER. THE CENTER WILL BE FORMALLY INAUGURATED DURING THE SOLO PROCESS CONTROLS USA EXHIBITION.

4. NEGOTIATIONS FOR SUCCESSOR AGREEMENT TO LAUREL-LANGLEY ARE EXPECTED TO RESUME IN FALL OF 1975.

5. A REGULAR MEETING WITH THE U.S. BUSINESS COMMUNITY WAS HELD AT THE EMBASSY DURING THE QUARTER AND CHAIRED BY THE ECONOMIC/COMMERCIAL COUNSELOR. THE AMBASSADOR BRIEFED THE GROUP AND ANSWERED QUESTIONS.

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